

What Have We Learned From the First Telephone Survey? (Based on first 205 observations.)

Rich Bishop

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1. Something like 80% of respondents had visited OK rivers and/or lakes.
2. They visit a large variety of water bodies, but IR and TL are often visited (46/205 and 62/205, respectively).
3. 65% reported visiting a river or lake in the last year.
4. Fishing, swimming, sightseeing, boating and picnicking are the most popular activities.
5. Most believe that there are OK rivers and lakes that are known for their scenic beauty. About 20 % mentioned IR. Almost 30% mentioned TL.
6. Most people are not aware of scenic river designation. About half who are aware can name IR.
7. Only 10% of all respondents had never at least heard of IR (i.e., 90% had visited it, identified it as a scenic place, recalled that it was an official scenic river, or had heard of it). About 15% reported they have never heard of TL.
8. More than half knew where IR and TL are. Another 15 percent or so said southeastern OK which is not too far off.
9. A variety of "impressions" were expressed, with water quality issues present but not too strong.
10. Roughly 35% had heard of issues and concerns about the IR and TL with about 60% of those mentioning something about pollution.
11. When those who were aware of issues or concerns were specifically asked about their awareness of water quality issues in IR and TL, more than half said yes.
12. 38% of those who were aware of water quality concerns had visited IR and 56% had visited TL.
13. Those aware of WQ issues tended to focus on pollution. 14/39 explicitly mentioned chicken farms.
14. Asked who was responsible, chicken farms were mentioned by more than 40 percent, but blame was spread around some.
15. Roughly half had heard ads, most often on TV with newspapers coming in second.
16. About half of those who had seen ads had seen them 5 or more times.
17. Descriptions of ads hard to interpret. Chicken industry was often mentioned.
18. Question about believing the ads was hard to interpret too. What does it mean to say one believes an ad? What do they believe?
19. Only about 24% had seen news reports or editorials. Those who had seen reports and editorials focused most often on poultry industry, but many could not recall.
20. Do poultry growers take adequate care of waste? 30% yes; 43% no; rest no opinion.
21. When asked whether there are differences in how OK and AR growers take care of disposing of their waste, most had no opinion or felt there were no differences.

Exhibit 5

22. What additional analyses might be helpful?